

Broaden your customer base with quality referrals from Care.com



Connect with millions of families seeking high quality, trustworthy care-related companies.

Child Care, Camps, Tutoring & Lessons, House Cleaning Companies, Pet Care

Care.com for businesses

A better marketing option for you

Care.com, the premier online resource for families seeking quality care, now offers a new way for your care-related business to broaden its customer base.

How? By connecting your business with the millions of families who come to Care.com each month looking for care-related services.

We offer significant advantages over traditional marketing options, including:

► **Targeted Exposure**

You get direct exposure to a highly targeted member base.

► **Direct Connections**

Choose to connect with potential customers by email, phone, chat and your website.

► **The Right Information**

Receive referrals' full contact information as well as details to help you follow-up successfully.

► **Measureable ROI**

Tracking when referrals from Care.com turn into new customers is clear, so your return on investment is easily measurable.

Our members



**3 million
families visit
Care.com
each month**

36 is the
average age

\$90k
Average
Household
Income

80%
Women

Profile features

Your custom profile includes detailed business information, photos, ratings & reviews, high search placement and much more.

The screenshot shows a Care.com business profile page. Annotations point to various features:

- Business Logo**: Points to the 'Your Logo' placeholder.
- Special Offers**: Points to a yellow banner for a 'Special Offer: Save 15% on new student enrollments thru December 1, 2012'.
- Business Overview**: Points to the text 'Your business overview goes here. [More](#)'.
- Customer Reviews**: Points to the 'Reviews' section showing a 4.5-star rating from 7 reviews.
- Photos**: Points to a gallery of photos, including a child on a swing.
- Business Name, Address & Website**: Points to the header area containing 'Your Business Name' and links for 'Business Type', 'Business Address', 'Business Phone', and 'Company Website'.
- Email, and Phone Referrals**: Points to the 'Contact This Business Free!' section, which includes the phone number '1-877-555-1515' and a form to request more information.
- Business Details & Services Offered**: Points to the 'About this Business' section, which contains a table of services and hours.

About this Business

SERVICES OFFERED		BUSINESS HOURS	
Age Groups	Up to 12 months 1-3 years 4-6 years 7-11 years 12+ years	Monday	7:30AM – 6:30PM
Additional Services	Before school programs After school programs Summer camp Pick-up/Dropp-off Emergency Backup Care Special Needs Care Care for Sick Children	Tuesday	7:30AM – 6:30PM
Availability	Full-time Part-Time	Wednesday	7:30AM – 6:30PM
		Thursday	7:30AM – 6:30PM
		Friday	7:30AM – 6:30PM
		Saturday	Closed
		Sunday	Closed

Business benefits

	Marketing Solutions						
	Care.com	Direct Mail	Free Listings	Bidding Service	Online Advertising Platform	Online Directory	Custom Marketing Agency
Targeted Audience	✓			✓			✓
Flexible Pricing	✓				✓		
Active Member Base	✓						
Cost Effective	✓		✓			✓	
Enhanced Web Presence	✓			✓		✓	

More about our members

9 out of 10

members would use Care.com again



80%+ of Care.com families hired a care provider from the site



3 out of 4

members agree Care.com is “trust-worthy and reliable” and is “a safe way to find caregivers”



87% of members agree Care.com’s service is “easy to use”



Market leaders using Care.com:



CONTACT US TO LEARN MORE:

EMAIL:

CALL: